

NEW KEYSTONE EXECUTIVE.

Charles Gumprecht Accepts Position With Well Known Concern. Charles Gumprecht, formerly Treasurer and Purchasing Agent of the

Times Square Auto Supply Company, has resigned his position with that firm to accept an executive position with the Keystone Tire and Rubber Company. Mr. Gumprecht is known as one of the most capable merchandisers in the accessory and tire business.



"In five years none has worn out"

Cut Your Truck Costs

First of all Stewart's special drive delivers to the tires more than 90% of the power generated. Thus approximately 25% is saved in gasoline. More complex trucks always lose a great deal of power in transmission.

Stewart has eliminated about 700 useless parts. We don't have to make these parts, nor pay to have them assembled. Needless expense saved there. You get the benefit in the \$200 to \$300 lower cost.

This simplified design also accounts for Stewart's records in longest continuous service. Fewer parts to wear out. Special spring system which absorbs all road shocks, saving tire and truck wear.

5 SIZES— $\frac{3}{4}$ -TON TO $3\frac{1}{4}$ -TON CAPACITY

HERRMAN MOTOR TRUCK CO., INC.,

607-615 W. 57TH ST., N. Y. Phone Col. 5572-3

Stewart
MOTOR TRUCKS

Rural Motor Express and Good Roads Will Lower the Cost of Living

AMERICAN-BUILT TRACTORS WILL FARM THE WORLD

More Than 90,000 to Be Sent Abroad to Help Increase Crop Production.

More than \$14,000 motor tractors for farm use will be manufactured in the United States this year, according to the estimate of the Agricultural Department.

Ninety thousand of these tractors, representing about one hundred million dollars, will be sent abroad to foreign countries and will be used to increase the crop production of nearly every country in the world.

Working with a tractor one man can do more work than six men, thirty horses or a hundred oxen under the old-fashioned methods formerly in vogue. This will make up in a large way in Europe for the shortage of men caused by the war.

Altogether, there will be about half a million American built farm tractors at work in 1920, where there were practically none five years ago. The United States leads the world in this line of manufacture.

DEMAND FOR CARS IS GROWING TO REAL RUSH

"The extraordinary prosperity that the automobile business is now enjoying," says L. Willard Mulford, President of the L. W. Mulford Company, local distributors of both Grant and Apperson cars, who has just returned from a visit to the Grant factory, "has only entered the first phase of what I may term the greatest scramble to buy motor cars the world has ever witnessed. The demand right now is unprecedented. It is true, but the buying has only begun."

"With the peace treaty once signed and the money market stabilized, the real rush will begin. I look forward to the great demand continuing for at least two years, the second great buying phase beginning with the next year."

OWNERS CAN LEARN FROM TAXICAB MEN

The average automobilist can learn many things about values from the taxi owner. The average owner usually drives one car, and gets the experience that comes from operating that single machine. But the taxi owner has a string of cars in his service, and is in a position to find out by actual test the exact merits of various types of automobile equipment.

The United States Tire Company is in receipt of the following letter from one of the big taxi firms in Brooklyn: "You will probably be interested in the records we have recently compiled on 200 United States tires, six chains and six tires chains, that we purchased a year ago this month."

"We find that although they were used on heavy taxicabs in all kinds of weather and under the usual taxicab conditions, we have not had one single adjustment. Every one of these tires gave satisfaction."

INCREASE IN THE SALES OF TRUCKS AND TRAILERS

According to J. E. McFadden, manager of the commercial car department of the Kaufmann-Stowers Company, distributors of Nash and Titan trucks and Warner trailers, there is a notable increase in the sale of commercial cars and trailers the last

NEW MITCHELL VICTORY MODEL GOING STRONG

thirty days, especially in the three and a half and five-ton capacities for heavy delivery work. In connection with the transport of sand and gravel and other building materials.

Mr. McFadden says that never in the history of the industry have the truck prospects been so bright. In the last thirty days his department made fourteen heavy duty truck installations, three of which were coupled with four-wheel heavy duty trailers and two with the two-wheel bolser type for hauling long materials.

"The success of our new Victory model has been little short of phenomenal," says George Stowe, President of the Mitchell Motor Car Company of New York, "and we find it almost impossible to get enough cars from the factory to meet the demands of our customers. The trouble in getting cars is due to the fact that the factory has large orders for trucks for the Government and they, of course, came first until the armistice was signed."

"Now that the war is over, the entire resources of the company are concentrated on passenger car work, and while the production of cars is being increased rapidly, the success of the new Victory model has created such a wonderful demand for the line that neither ourselves or the other dealers in Mitchell cars are getting half the cars that could be sold."

RETURNING SOLDIERS WILL NEED AUTOMOBILES

"It's going to be hard for the returned soldiers to get along in their private business pursuits without motor cars," says Harry S. Daniels, Advertising Manager of the Dot Motor Car Company, "after having had all the splendid motor equipment of the army at their service during the war."

"Whether the soldier was an officer or private, he has had the value of motorized work or business of any kind brought home to him, and he will be quick, I believe, to see the folly of trying to conduct modern business without an automobile. In fact, I think system and the use of the most modern methods and machinery will characterize the business of the next few years more than it has in the past, and for the very reason that the business men of to-morrow will have had army training."

CHAMPION COMPANY TO MAKE SPEEDOMETERS

Confirming rumors that the Champion Ignition Company, manufacturers of AC spark plugs, had decided to manufacture speedometers, Albert Champion has announced that production on the new speedometer will start this month.

Extensive tests ranging over a period of two years have resulted in the perfection of the new AC speed-

ometer, which is of the magneto type.

Some idea of the factory requirements necessary to care for orders of the new AC speedometer can be gained when it is known that one automobile company will use 140,000 AC speedometers next season.

NO DECREASE OF MOTOR TRUCK PRICES IN SIGHT

"After the armistice was signed and for a period of two months hardly a day passed without this question being asked me, 'Are the prices of motor trucks coming down,'" stated Eugene P. Herrman, President of the Herrman Motor Truck Co., of the eastern distributors for "Stewart" motor trucks to-day.

"Invariably, I have replied, 'there can be no general reduction in prices made by motor manufacturers for 1919. In fact it would not surprise me to see prices increase somewhat. You must not forget that motor truck manufacturers, with the exception of one or two instances, didn't increase their prices to the same extent as passenger car manufacturers."

Authorized Exchange Dealers

NEW AND USED

BUICKS

Glidden Motor and Supply Co., 239 West 56th St. One door west of Broadway.

GRANT SIX

Quality is not so awfully common as you might believe from the reckless use of the word.

We don't talk about Grant Six *quality*—we say talk to Grant Six owners. Try to buy a used Grant Six. See if you can get the owner to part with it.

Five Pass. Touring Car, \$1120
Five Passenger Sedan, \$1045
f. o. b. Cleveland

L. W. MULFORD CO., Inc.
Broadway at 61st St., N. Y.
Phone Columbia 1077.

Brooklyn Sales Rooms
and Service Station
800 Sterling Place

A cigarette of the finest TURKISH and DOMESTIC tobaccos—*blended*. And the blend can't be copied.

they "Satisfy!"

"Ace High!"



20 for 18 cents

Light up! We like to have Chesterfield matched against any cigarette that claims better quality because it's higher priced.

Ligarettenfabrik

Chesterfield
CIGARETTES

--of Turkish and Domestic tobaccos—*blended*

A HOT SPOT Chalmers: First in the Getaway

WE do not know if the Hot Spot Chalmers is the fastest car in the world in acceleration. That's a question probably that never will be settled.

But we do know there are figures on record which would make the average man think so. These figures are as follows:

12.2 miles per hour at 25 feet from a standing start
14.7 miles per hour at 50 feet from a standing start
16.5 miles per hour at 100 feet from a standing start
20.0 miles per hour at 150 feet from a standing start
23.4 miles per hour at 200 feet from a standing start
28.0 miles per hour at 250 feet from a standing start
33.3 miles per hour at 300 feet from a standing start

(Officially recorded by the A. A. A.)

To one who knows about the Hot Spot and Ram's-horn devices these figures are not surprising.

For they not only get all the action out of gas that nature put there, but they get it out in a hurry.

They make it simple, easy and quick for the engine to digest gas.

So that when you step on the accelerator button of a Hot Spot Chalmers you get immediate results. You don't have to run through three gears three blocks to get under way.

You make two shifts with your wrist in two jiffies and in six seconds you've run away from the big car.

Thus, of course, isn't all you get in a Hot Spot Chalmers. But it's refreshing to know.

For alertness in a car is like alertness in the human mind—very fetching; and something you never grow tired of.



Chalmers Motor Car Company

New York Branch, 1808 Broadway

Corner 59th St., New York City

Phone Circle 5550

OPEN EVENINGS

BRONX BRANCH, 175th Street and Grand Concourse